



Travel Demand Management Update

Presented to Transportation Technical Working Group on December 10, 2019



TDM Deliverables

- *MoCo Sustainable TDM Vision for 2035* document presents a GHG reduction narrative that:
 1. incorporates best practices and latest recommendations
 2. focuses on key transportation drivers including decreasing number of automobiles, vehicle miles traveled, and dependency on carbon-based travel modes
 3. spotlights co-benefits including resiliency, decreased congestion, safety, health, stormwater management, community and equity
 4. ties to TDM spreadsheet of Action Items
- *TDM Action Items* spreadsheet presents 40 projects (action items with detailed implementation steps) under the umbrella of 10 strategies within 6 overall goals.

Key Driver Fulfilled	Goal	Potential Strategies & Actions			Why/Goal/Purpose of Action
		Strategy	Action #	Action Description	
	Goal 1: Increase Public Transit Ridership	<i>Strategy 1.1: Improve transit services</i>			
Decrease in Automobiles			Action 1.1.1	Increase Bus Frequency to 5 Min Between 5:00 am - 9:00 pm Monday to Saturday, with intervals of 15 min at other times and on Sundays	<p>Increased frequency of service can attract more riders to existing transit route miles.</p> <p>More frequent service reduces the average time that passengers spend waiting at stations and bus stops, thereby reducing the total time needed for travel, reducing the time that passengers may have to spend in inclement weather conditions, and reducing the need to plan around infrequent service schedules. Source: National Academy of Sciences, Ibid, p. 20.</p>
Decrease in Automobiles			Action 1.1.2	Provide More Ride-On Bus Routes and Other Transit Options at Strategic Congestion Nodes, Highway Junctions, etc. so 75% of residents in MoCo are within 1/2 mile of a public transit stop. Expand On-Demand Transit Throughout the Day and County so that More Mixed Used Housing / Commercial Options Are Available Near Transit	<p>Provide accessible and reliable transit options throughout the County to reduce dependency of SOV, decrease traffic congestion and mitigate GHGs.</p> <p>Build upon the Ride-On system to expand level and frequency of service, where needed. Ensure major all neighborhoods and residential complexes are serviced with connections to metro, major employment centers, schools and public institutions to connect most populated neighborhoods, mixed-used developments to key employment, market and institutional anchors as well as other transit modes, eg: metro, MARC.</p>
Decrease in Automobiles			Action 1.1.3	Increase Free or Low-Cost (Electric) Circulator Minivan Routes That Connect Schools with Recreation / Senior / Aquatic Centers or Other Activity / Employment Centers	<p>A system's level of service – factors related to route frequency, route coverage, and route speed – are found to positively correlate to ridership. However, researchers find that there is a diminishing marginal return on service level improvements, meaning that improving service on a low-frequency or low-coverage route will have a greater impact than changes to an already high performing route.</p> <p>By establishing circulator minivans on low-coverage routes throughout the county which also connect with MoCo recreation, senior or aquatic centers, car use will decrease.</p>

TDM Goals:

1. Increase Public Transit Ridership
2. Improvements to Car-Based Infrastructure
3. Support Vehicle Use Reduction
4. Promote Better Land Use
5. Implement Community-Wide Outreach & Incentives
6. Support Carbon Tax Initiatives

TDM Strategies:

1. Improve Transit Services
2. Availability of Transit Benefit Programs
3. Retrofit Existing Roads/ROWs for Efficiency
4. Retrofit Existing Parking Structures
5. Reduce Auto/Truck Use
6. Reduce Road Construction
7. Promote Infill Development
8. Increase Provisions of Non-Auto Options
9. Create Touchpoints for Carbon Awareness
10. Carbon Tax Levy

High Priority Action Items Based on:

1. Potential Emissions Reduction
2. Feasibility
3. Resilience to Climate Change
4. Adaptation
5. Equity
6. Community Co-Benefits
7. Cost
8. Revenue Generating Potential

TDM *High Priority* Projects

- Increase Bus Frequencies
- Provide More Ride-On Bus Routes With Right-Sized Vehicles
- Increase Circulator Minivan Routes
- Create Dedicated Bus Lanes
- Invest in BRT
- Install Fully Adaptive Traffic Management Systems That Incorporate Road/Congestion Pricing
- Setup Reversible Lanes on 270 & 495
- Increase Parking Pricing
- Reverse County Code To Limit Commercial Parking Spaces
- Create Pedestrian-Only Urban Areas
- Promote Infill Development
- Create Tax Incentives to Establish More Activity / Employment Centers or Re-Use Mall Spaces
- Ensure Developers Include More Mixed-Use Housing Options Close to Transit
- Promote Electric Car-Sharing Options
- Implement ITS App Use
- Require Telecommuting Options of Private / Non-Retail Employers
- Require Employers & Building Developers to Implement TDM / Promote Non-Auto Travel
- Adopt Carbon Tax (Retail or Wholesale Level)